

{{ time_now|date:"January 2, 2006" }}



MARKET REPORT

TOMATOES

Tennessee/South Carolina: Tomato supplies in the south east are scheduled to ramp up this week although there is 5 straight days of rain on the horizon that could interrupt normal harvesting at the end of this week.

Mexico: fair to good volume of vine ripe and roma tomatoes crossing from Mexico into the USA in Nogales and San Diego.

California: All tomato shippers are in production with excellent quality and volume. Great time to promote.



Snacking tomato

- grape tomatoes supply is easing off a little but the markets still remain elevated and high priced

- organic grapes are the same but prices are a bit higher
- medley are still supply exceeds demand

Purple Crush: now available again! Reach out to your sales rep for more info.

LETTUCE

Green Leaf: quality and weights are good. Market continues to be elevated.

Romaine: quality is okay, weights are light with slight cupping. Pricing has begun.

Cabbage: the red cabbage market is elevated. Green and Napa cabbage is in good supply with great quality.

Iceberg: the iceberg market has fallen drastically this week. Disease and yields are still an issue but quality is looking better. Lettuce fields have caught up with demand.

BERRIES

Strawberries

- Santa Maria - Recent updates indicate new crop fruit for the late summer/fall plantings are expected to yield in as little as 2 to 3 more weeks.
- Salinas/Watsonville - Cooler days and nights are in this week's forecast. This is allowing the plants to recover and let the fruit firm up, but it is keeping production levels low. Most shippers are reporting that they are currently harvesting to their numbers and sold out moving into the weekend. Holiday demand will taper off as of today. Some open market fruit may become more available as we move into the weekend.

Blueberries: Central Mexico is finished. The Pacific Northwest has begun with light production. Weather is causing some harvest disruptions due to recent rain. This area is expected to increase slowly week over week. Michigan has started already. They are battling with high heat advisories in the growing regions. Some growers are reporting very light initial offerings.

Blackberries: Central Mexico production is lower. California production is coming on very slowly due to cool weather. The Pacific Northwest will start in mid to late July. Markets are elevated due to the current light supplies. Pricing is \$30.00+ range for the (12/6oz). Demand exceeds supply.

Raspberries: Markets firming as Mexican supply is declining faster than expected while California production slowly ramps up over the next few weeks. Baja production will begin to increase in July.

AVOCADO



Mexico's main crop season is winding down over the next several weeks with fewer active growers and several others slowing harvests in anticipation of stronger late-season pricing. This has left to rapidly escalating field prices as packers compete for available fruit - with inventories tightening faster than usual. Current projections show roughly 36 million pounds weekly arriving in the USA - which is well below the typical consumption exceeding 60 million pounds per week. California production is ramping up (contributing 13-15 million pounds weekly) but won't fully offset the gap.

The upcoming Flor Loca crop in July is also projected to run about 9% below last year, so expect continued volatility. Reach out to Veg Fresh early to lock in consistent supply.

VEGGIES

Cilantro: good volume quantity with steady prices

Green & Black Kale: steady price

Onion Leeks: A few higher prices but overall market is steady.

Italian & Curly Parsley: steady volume and price on both Italian and Curly.

Broccoli Crowns: Higher pricing out West with most shippers seeing lighter numbers the past 7 days.

Jicama: Good Supply

Slicer: Market has eased up and prices have adjusted back to more normal levels. Baja growers began harvesting this week, which has increased overall availability

Eggplant: Coachella and Thermal continue with light volume. The market remains extremely limited on #1s. Availability remains day to day as supplies stay tight.

Brussels: slightly higher with shippers slowly starting to firm their prices up.

Corn: High prices with 4th of July around the corner; should see more corn opening up as we get into post 4th numbers.

Onions: The market is higher on all onions as we the July 4th holiday is approaching. CA White onions are in just a few grower's hands and they are very expensive right now. Few Mexican Whites crossing. Yellow onions have moved up in price as well. Stockton is going now but the volume is limited this week.

POTATOES

Russet: Russet cartons continue to rise on price this week as the pack outs are not great in the storage sheds. 5 and 10# Russet Bags remain the same. New crop starting.

Red & Gold: New crop CA and Florida, Reds, Yellow and White potatoes now available. The Yukon pricing has moved up as most PNW growers are done and there are only CA potatoes now. California crop will go for another 2 months. Quality is very good. Red A's and B's moved up in price this past week. Size C's are very short.

White: White potatoes size C's are very short. Very good quality. Demand and pricing stayed the same.

Chipping: Veg Fresh is shipping chipper potatoes daily! We have a 10/5# "Fresh Fries" Chipper bag available.

Sweet Potatoes: Supply continues to dwindle due to the end of the year. Quality has remained fair, though pricing will continue to creep up till new crop starts at the end of July.



CITRUS

Lemon: Conventional is primarily out of D2 Now. The fruit looks to be heavier to choice grade and peaking on medium to small sizing. Market is very tight. Chilean fruit arriving late this week.

Grapefruit: Packing conventional Star Rubys. Blush and interior color are excellent, and we have good volume on all sizes and peaking on fancy grade.

Navels: Conventional navels shipping late varieties. Crop expected to run through July.

Valencia: Conventional Valencia's demand has picked up as navels quality (dryness) deteriorates.

Limes: Larger fruit limes 175s beginning to be more ready available. However, 150s and 110s remain limited and at the higher end of the price range. Still we are seeing some price spread between smaller sizes 200s, 230s, 250s and the larger fruit. Lime growing regions in Mexico still experiencing rainfall. Rain should benefit fruit sizing and production hopefully helping the current weather of high temperatures and humidity contributing to reduced pack out yield on US #1 grade fruit.

BELL PEPPERS

Bell Peppers: California has very good quality and good supply on reds and yellows. Green is limited with higher prices.

HH Bells: Mexico and Canada are seeing lower pricing with higher volume.

CHILI PEPPERS

Current growing regions:

- Chihuahua, MX
- Baja, MX
- Coachella, USA

Stable supply on most chili peppers

Jalapeño - Good Supply
Serrano - Good Supply
Anaheim - Good Supply
Caribe - Good Supply
Red Fresno - Domestic Crop Begins
Habanero - Limited Supply
Pasilla - Good Supply
Thai Chili - Good Supply
Shishito - Limited Supply
Tomatillo - Good Supply



Veg-Fresh Farms

1400 West Rincon Street, Corona, CA 92878

This email was sent to {{ contact.EMAIL }}
You've received it because you've subscribed to our newsletter.

[Unsubscribe](#)

